

RJ REYNOLDS

TOBACCO COMPANY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108

Williamsville, NY 14221

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August 21, 1997

RJR Account #186350

D. Prudence

F & T DISTRIBUTORS

WINSTON B2GF CAP / PROMOTION #700927

Dear Diane:

WINSTON regular product has been ordered (see quantities listed below), as well as **16** skus of B2GF Cap Sleeves / Displays (Item #529301) to pack and ship this promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

<u>UPC Code</u>	<u>WINSTON</u> <u>Brand Style</u>	<u>Case</u> <u>Size</u>	<u>#/ Cases</u>
12300-11112	Light	12M	1

<u>Product / Premium Arrival:</u>	<u>September 15, 1997</u>
<u>Ship Date to Retail:</u>	<u>Week of: September 23, 1997</u>
<u>SKU CUBE:</u>	2.5480
<u>SKU WT (w/o Product):</u>	8.2000 lbs
<u>Retail Sales Offer per Sku:</u>	20 units
<u>Billing per Sku:</u>	4 Full Price Cartons
<u>EFT \$ Amount:</u>	<u>\$714.21</u>
<u>Non-EFT \$ Amount:</u>	<u>\$N/A</u>

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B2GFP

F & T DISTRIBUTORS

Promotion Description: Utilize self-contained shipper. Shipper has 20 buy-2-get-free-Cap sleeves. Two packs of Winston product should be placed into the sleeve. Consumer purchases two packs, receives a free *Winston 'No Bull' Cap*.

**SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'**

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$29.87 (1.07 case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

/jc

cc: A. Zecca

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-WINCAP.DOC

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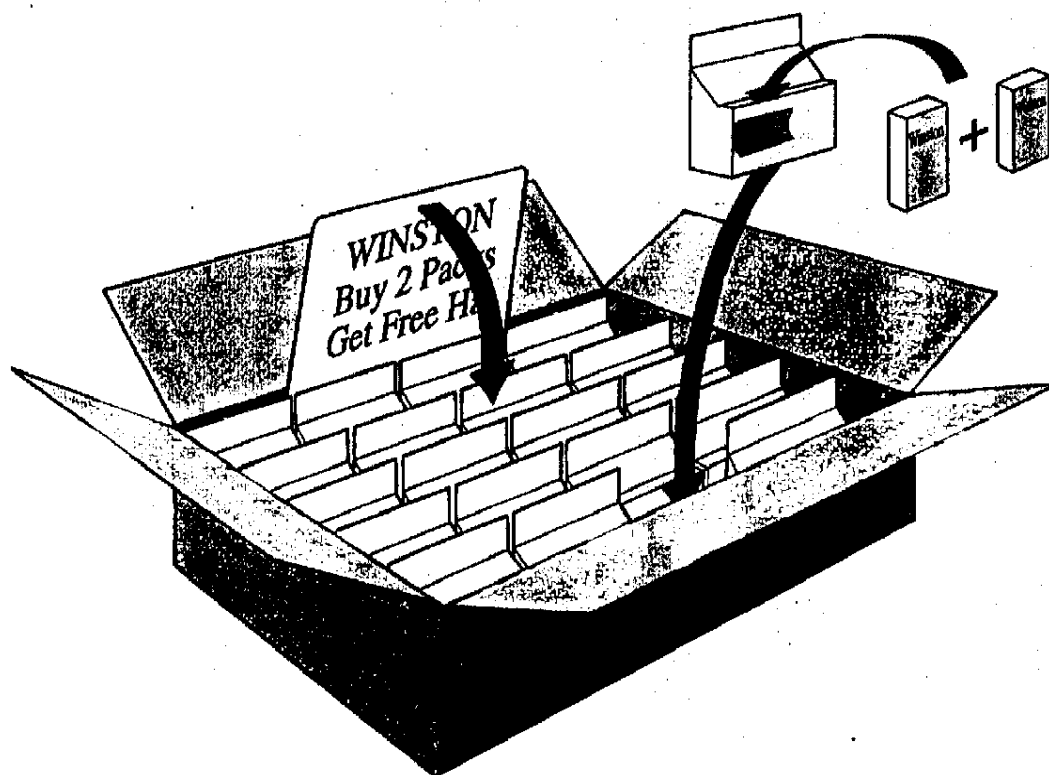
WHOLESALE PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 4TH QTR.'97

October WINSTON B2GF HAT (Buy 2 Packs Get Free Hat)

STEPS

1. Open WINSTON B2GF Hat shipping case.
2. Add 2 "live" Winston packs of the same brand style to each sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 529301

Description: WINSTON B2GF Hat Display / POS Kit

Brand Style	<i>Light King</i>					
Number of Cartons	<i>4</i>					

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The right premium CAPS everything off.

- No-additive Winston product continues to propel sales.
- Special October Offer: Buy 2 packs of new no-additive Winston, get free No Bull hat.
- National ad campaign drives "No Bull" attitude right to your customers.



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No additives in the smokes.
Lots of additives in
your cash register.

WHOLESALER : 186350 F & T DISTRIBUTING CO., INC. <DIRECT>
 TEMPLATE : 700927 71000 WIN OCT HAT
 TEMPLATE SEQ : 0018
 SALES LEVEL : 16XXXX

PAGE: 17
 DATE: 97-08-11
 TIME: 03:12 PM

TER	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162204	162226	702678	GAS & GOODIES #5	1231 CAMPVILLE RD	ENDICOTT	NY	13760	1		2929-0000	(607) 786-8885	
162205	162231	587897	K&H REDEMPTION CTR	62 PENDELTON ST	CORTLAND	NY	13045	3			(607) 756-5552	
162205	162230	172778	TERRY ROAD MARKET	224 TERRY RD	SYRACUSE	NY	13219	1			(315) 488-7700	
162205	162230	442838	RICH'S DELI & BEV	413 MILTON AVE	SYRACUSE	NY	13204	1		921320	(315) 487-1100	
162205	162231	059836	R. J. MOBIL #2/F	152 CLINTON ST	CORTLAND	NY	13045	1			(607) 753-1724	
162605	162231	511556	JASON'S GROCERY/DEL	301 COLLEGE AVE	ITHACA	NY	14850	1			(607) 273-0807	
162605	162231	715529	NINETY SIX CONNECT	RT 96 & MILL STRE	CANDOR	NY	13743	1			(607) 659-4066	
162605	162231	763732	EAST HILL CTR	JUDF FALLS RD	ITHACA	NY	14850	1			(607) 272-2250	
162605	162231	338469	BIG AL'S HILLTOP	1103 DANBY RD	ITHACA	NY	14850	1			(607) 272-3448	
162605	162231	396274	GAS & GOODIES #4	UPPER NORTH AVE	OMEGO	NY	13827	1		2929-0000	(607) 687-2605	
162605	162231	031651	PAYLO QUICK STOP	MAIN STREET	TRUMANSBURG	NY	14886	1			(607) 387-9875	
162605	162231	269497	REYNOLDS VARIETY	ITHACA SHP PLZA	ITHACA	NY	14850	1			(607) 272-9470	
162605	162231	329873	GAS & GOODIES #2	2 W MAIN ST	OMEGO	NY	13827	1		2929-0000	(607) 687-3300	
162605	162231	525346	VALLEY KORNER	2102 MECKLENBURG	ITHACA	NY	14850	1			(607) 273-6015	

PAGE BREAK TOTAL ACCOUNTS

14

TOTAL QUANTITY

16

TEMPLATE TOTAL ACCOUNTS

14

TOTAL QUANTITY

16

GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT

09/23/97

ACCOUNT NUMBER: 186350	F&T DISTRIBUTING
VOUCHER NUMBER: 15371146	1278 DRYDEN ROAD
DATE WRITTEN: 09/23/97	ITHACA , NY 14850
STATUS: PAID	
AMOUNT PAID: 29.96	SEND CHECK TO: PAYEE

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	1.07	29.96

EXPLANATION: OCTOBER: WINSTON B2GF CAP #700927/ANTHONY ZECCA

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